

*File copy
5/18/53*

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING, MONDAY, MAY 18, 1953</u>			
Monday May 18 3:00 P.M. Cocktails	PRESS PREVIEW: FALL BLOUSES & SEPARATES "Tops-In-Tops (And Go-Togethers, Too)"--press preview of Autumn and Winter collection of blouses and separates, introducing a new transition group for Summer-into-Fall. Cocktails will follow show. <u>For resident buyers, Tues., May 19 & Wed., May 20 at 9:30 A.M. (breakfast) and 2:30 P.M. (show followed by coffee).</u> For trade, Tues., June 2-June 25, with special showing daily at 3:00 P.M. Contact: Henrietta Greene at Opera Blouse, WI. 7-3737.	OPERA BLOUSE	525 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Monday May 18 4:00 P.M.	PRESS PREVIEW: FALL BRIDAL COLLECTION Press showing of "New Italian Look"--highlighting Fall collection of wedding gowns, created by designer Mrs. Frances Duehren. By invitation only. <u>Trade showings Tuesday, May 19 and Wednesday, May 20 at 4:00 P.M.</u> Publicity: Terry Quimby, 152 E. 61st St., TE. 8-0671.	FINK BROS., INC.	525 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday May 18	OPENING: ADVANCE FALL MILLINERY COLLECTION Irene of New York will present her advance Fall millinery collection to buyers. By appointment. Publicity: Maud G. Moody, LE. 2-5562.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Tuesday May 19 9:00 A.M. Breakfast	PREVIEW: BACK-TO-SCHOOL AND FALL COLLECTION "Dorm to Dusk" -- showing to press and buyers of Pembroke Squire's back-to-school and Fall collection of separates and coordinates. By invitation. Contact: Bernard Masket, BR. 9-7160.	MASKET BROS. SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM
Tuesday May 19 11:00 A.M.	PRESS PREVIEW: KNITWEAR BY BONNIE CASHIN Joseph Guttman will present the Fall collection of knitwear, designed by Bonnie Cashin. By invitation. Publicity: Donna Cannon, PL. 3-7072.	JOSEPH GUTTMAN & BROS.	533 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday May 19 12:00 Noon Luncheon	PREVIEW: FALL SUITS & COATS The House of Swansdown presents "Stop, Look & Wear", a collection of Fall coats and suits. Luncheon at 12:00 Noon in Barbizon Room. <u>Fashion Show in Barbizon Theatre, promptly at 1:00 P.M.</u> By invitation only. Publicity: Ruth Hammer Associates, 2 W. 59th Street, EL. 5-7108.	THE HOUSE OF SWANSDOWN	BARBIZON-PLAZA HOTEL (500 SEVENTH AVENUE) 101 WEST 58TH STREET
Tuesday May 19 1:00 P.M. Luncheon	FASHIONS AT BENEFIT LUNCHEON Designers include: Elfreda Fox, Pierre Balmain, Jacques Fath, Joseph Halpert, Wilma Gowns, Benham Originals, Mademoiselle G. Sportswear, Evins Shoes, Morgenstein & Hammer Furs, Bermuda Knitwear, Miss Sophie Hats. Price: \$6.00. Contact: Mrs. Jack Levine, CY. 4-5992. Fashion Director: Miss Steve Radow, 405 E. 54th St., PL. 3-2149.	PHYSICIANS' WIVES LEAGUE	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Cancelled May 19	ARNOLD CONSTABLE'S LUNCHEON SHOWING OF FASHIONS BY MISS AMERICA, ORIGINALLY SCHEDULED FOR TUESDAY, MAY 19 AT 12:30 P.M., HAS BEEN CANCELLED.		
Tuesday May 19 3:00 P.M.	PRESS PREVIEW: FURS BY ALICE OROVAN Preview of Fall furs, designed by Alice Orovan for S. Gluck. By invitation only. Contact: LA. 4-8959.	S. GLUCK & CO.	352 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Tuesday May 19 3:30 P.M. And 9:00 P.M.	ANNUAL FASHION SHOW BY COSTUME DESIGN STUDENTS Presentation of students' work in the Costume Design Department at Parsons School. Showing at 3:30 P.M., admission \$1.00. Showing at 9:00 P.M., admission \$2.00. For tickets, contact: Parsons School of Design, 136 E. 57th St., PL. 8-2943.	PARSONS SCHOOL OF DESIGN	HOTEL PLAZA BALLROOM
Wednesday May 20- May 21 9:00 A.M.	PRESS PREVIEW: COLLEGE AND CAREER FASHIONS New "Snowdrift" collection of separates and spectator casuals for College and Career. By invitation. Contact: Sidney Dee Bloeme, JU. 6-4490.	NELLY de GRAB	533 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Wednesday May 20 12:00 Noon Cocktails- Luncheon	"SUN GLAMORAMA" FASHION SHOW "From Fashion to Fun in Sunglasses"--annual press conference and fashion show, sponsored by L.J. Houze Convex Glass Co. (Point Marion, Pa.) for the sunglass industry. More than fourteen leading national sunglass manufacturers will present their 1953 styles for Summer. <u>Introduction to National Sunglass Week, May 25 to 30.</u> By invitation. Publicity: Gar Schmitt, S.S. Tyndall Assoc., 50 E. 42nd St., MU. 2-3558.	L. J. HOUZE CONVEX GLASS COMPANY	HOTEL PLAZA TERRACE ROOM
Wednesday May 20 12:30 P.M. Luncheon	PREVIEW OF FALL COLLECTION Preview of Fall collection, designed by Lorraine Budny, to the press and buying offices. By invitation. Publ.: The Miles, 58 W. 40 St., LO.4-5150.	TUDOR SQUARE SPORTSWEAR, INC.	1407 BROADWAY SHOWROOM-11TH FLOOR
Wednesday May 20 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON Bonwit Teller will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Thursday May 21 11:00 A.M. And 2:30 P.M.	"VERSATILITY IN DESIGN" AWARDS CONFERENCE Press conference for consumer and trade publications on the third annual Hess Brothers Awards for versatile products in all fields. By invitation. Contact: Helen Beringer, Hess Bros. Awards Committee, WI. 7-9715.	HESS BROTHERS	WALDORF-ASTORIA RM. M-ASSEMBLY SUITE
Thursday May 21 12:15 P.M. Luncheon	LUNCHEON TO HONOR SUBTEEN WINNERS The American Girl Magazine, in association with Joseph Love, Little Empress Coats, Lortogs and Regal Knitwear Co. will present the Grand Prize Fashion Award Luncheon in honor of the 4 first prize winners of the National Subteen Design Contest. By invitation. Publicity: Regina Ovesey, 57 Park Ave., OR. 9-5055.	AMERICAN GIRL MAGAZINE & COOPERATING MFRS.	WALDORF-ASTORIA GRAND BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 21 1:00 P.M. Luncheon	BRIGANCE OF SPORTSMAKER SUMMER FASHION SHOW Brigance's Summer playclothes, separates and dresses, available at Lord & Taylor, will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Brigance Contact: Julie Isles, LO. 3-1534. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SPORTSMAKER, INC. (498 SEVENTH AVE.)	HOTEL PLAZA TERRACE ROOM
Thursday May 21 4:00 P.M.- 6:00 P.M. Cocktails	FALL SUIT PARTY FOR RESIDENT BUYERS Fall suit party for resident buyers, presenting David Crystal and Lady Northcool suits. Showing at 5:00 P.M. By invitation only. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL & LADY NORTHCOOL SUITS	STORK CLUB 3 EAST 53RD STREET
Monday May 25 4:00 P.M.	SHOWING OF FALL COLLECTION Empire Imports will present the Fall Heatherton collection of Torre-designed skirts and imported "Independents" (separates). By invitation only. <u>Showings daily thereafter at 10:30 A.M., 2:00 P.M. and 4:00 P.M.</u> Publicity: Elena Turner, 22 West 56th Street, JU. 6-0143.	EMPIRE IMPORTS	1410 BROADWAY SHOWROOM-24TH FLOOR
Tuesday May 26 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Arle, Inc. will present their Fall collection of blouses, skirts, separates and coordinates, designed by Mary Blair. By invitation only. Daily showings thereafter in their new showrooms at 491 Seventh Avenue, 24th floor. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	ARLE, INC.	1407 CLUB 1407 BROADWAY
Tuesday May 26 10:30 A.M.	SPECIAL PREVIEW OF FALL COATS & SUITS Special preview of Seymour Fox's Fall coat and suit collection. By invitation only. <u>Trade showing at 10:00 A.M., June 2, 3, 4, 9, 10, 11, 16, 17, 18.</u> Publicity: Ann R. Silver Assoc., 551 5th Ave., MU. 7-8654.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
Tuesday May 26 12:00 Noon Luncheon	PRESS & TRADE PREVIEW OF SEPARATES Preview of after-5 separates for Fall by Ciro-Glamour. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	CIRO-GLAMOUR SEPARATES	530 SEVENTH AVENUE SHOWROOM
Tuesday May 26 1:00 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Saks Fifth Avenue will present Summer fashions during a benefit luncheon. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	SAKS FIFTH AVENUE	HOTEL PIERRE BALLROOM
Tuesday May 26 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Press showing of Grabois' Fall collection of afternoon dresses, suits and cocktail gowns, designed by Zelma Golden. By invitation only. Publicity: Gladys Steiner at Lester Harrison, Inc., 341 Madison Ave., MU. 9-1630.	GRABOIS	498 SEVENTH AVENUE SHOWROOM - 5TH FL.
Tuesday May 26 4:30 P.M. Cocktails	"THE EMPEROR'S LADY" BOOK FASHION SHOW Fashion show launching "The Emperor's Lady", published by Thomas Y. Crowell Co., showing Empire trends in current fashions. By invitation only. Contact: Jay Tower, MU. 8-5300 or Barbara Emerson, OR. 9-0630. Fashion Coordinator: Helen Galland, MU. 3-0458.	THOMAS Y. CROWELL CO. & THE LITERARY GUILD	SHERRY NETHERLAND CHANTECLAIR ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday May 26	OPENING OF FALL SPORTSWEAR COLLECTION Opening of Fall collection of separates, blouses, skirts and shirts. (<u>Note Change of Date</u>). Contact: BR. 9-3783.	GORDON PETERS, INC.	1400 BROADWAY SHOWROOM - 12TH FLOOR
Tuesday May 26 All Day	PRESS PREVIEW OF WATCHES Taylor Jewelry will present their "conversation piece" watches. By appointment. Publicity: Ken R. Williams, 160 Columbia Heights, UL. 5-3175.	TAYLOR JEWELRY CO.	257 WEST 39TH STREET SHOWROOM
Wednesday May 27 9:30 A.M. Breakfast	FALL COLLECTION BY ALAN PHILLIPS Lentz Diminutives will present a preview of their Fall collection designed by Alan Phillips. <u>Showing at 10:00 A.M.</u> Daily trade showings beginning Tues., June 2 at 4:00 P.M. in showroom. By invitation only. Publicity: Donna Cannon, 104 E. 52nd St., PL. 3-7072.	LENTZ DIMINUTIVES (530 SEVENTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
Wednesday May 27 12:00 Noon Buffet	FALL SPORTSWEAR FOR RESIDENT BUYERS Showing of Haymaker's separates, blouses, skirts and shirts at a preview for resident buyers. <u>Trade showings beginning Tuesday, June 2.</u> By invitation only. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday May 27 12:30 P.M. Luncheon	"SEA BREEZE" LUNCHEON FASHION SHOW Arnold Constable will present Summer fashions, featuring a special "gin and tonic" color promotion. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday May 27 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Jack Sarnoff press preview of coats and suits, designed by Molly. By invitation only. Publicity: Eleanor Lambert, 785 5th Ave., MU. 8-2130.	MOLLY OF JACK SARNOFF	512 SEVENTH AVENUE SHOWROOM - 38TH FLOOR
Wednesday May 27 2:30 P.M.	FALL PREVIEW FOR RESIDENT BUYERS Horwitz & Duberman will present their Fall collection to resident buyers. By invitation. Contact: LO. 4-1860.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 27 2:30 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION Press preview of the Robert-Martin Fall collection. By invitation. Publicity: Ken R. Williams, 160 Columbia Heights, UL. 5-3175.	ROBERT GOLDBERG & SON	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Wednesday May 27 4:00 P.M.	PREVIEW OF FALL COLLECTION Preview of Hannah Troy's Fall collection. By invitation. Publicity: Gladys Steiner at Lester Harrison, Inc., 341 Madison Ave., MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday May 27 6:30 P.M.	LECTURE ON FALL SILHOUETTES Lecture by Michelle Murphy of the Brooklyn Museum on Fall silhouettes, trends and colors. Contact: LA. 4-7950.	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	BROOKLYN MUSEUM EASTERN PARKWAY

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 28 11:00 A.M.	PREVIEW OF FALL BENHAM ORIGINALS Preview of Benham Originals for Fall. By invitation. <u>Trade showings beginning Thursday, June 4 at 2:30 and daily thereafter.</u> Publicity: Donna Cannon, PL. 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Thursday May 28 12:00 Noon Luncheon	PRESS PREVIEW: FALL DRESS COLLECTION Fall dress collection to the press. Show at 1:00 P.M. By invitation only. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7108.	CARLYE DRESS CO.	1451 BROADWAY SHOWROOM-5TH FLOOR
Thursday May 28 2:30 P.M.	FALL PREVIEW FOR RESIDENT BUYERS Preview for resident buyers of David Crystal's dresses for Fall. Press and trade by invitation only. <u>Trade showings, beginning Tuesday, June 2, at 10:30 A.M. and 2:30 P.M.</u> Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
Thursday May 28 3:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Donald Dress will preview their Fall line at a cocktail party. By invitation only. <u>Trade showings, beginning Monday, June 1.</u> Contact: LO.5-0525.	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM
Thursday May 28 Open House- All Day	FALL PREVIEW-- OPEN HOUSE Mr. Mort presents a preview of his first Fall collection of junior dresses, designed by Betty Carol, at a champagne party for press and buyers. Continuous trade showings, beginning Tuesday, June 2. Contact: Ken R. Williams, 160 Columbia Heights, UL. 5-3175; or Mr. Mort, WI. 7-2409.	MR. MORT, INC.	1400 BROADWAY SHOWROOM-14TH FLOOR
Beginning Monday June 1 9:00 A.M.	OPENING OF FALL COLLECTION Showing of new Vera originals in silk, cotton, corduroy, wool, velvet. Ties, scarves and neckwear accessories. For trade only. Contact: OR. 9-3026. Publ.: Florence Brobeck, 444 E. 52nd St., MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM-4TH FLOOR
Monday June 1 2:30 P.M.	FALL COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Fall coat and suit collection, designed by Brigance for Frank Gallant. By invitation only. <u>Showing for resident buyers on Tues., June 2, at 2:30 P.M.</u> Beginning Wed., June 3, at 11:00 A.M., trade showings of Frank Gallant collection, including Brigance group. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM-5TH FLOOR
Monday June 1 3:30 P.M. Tea	PREVIEW OF FALL AND BACK-TO-SCHOOL RAINCOATS "Tea Party in the Rain"--showing of Fall and back-to-school rainwear, designed by Helen Van Vliet for Town Creations. <u>Showing at 4:00 P.M.</u> By invitation. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	TOWN CREATIONS	1407 CLUB 1407 BROADWAY
Monday June 1 4:00 P.M.- 7:30 P.M. Cocktails	OPENING: EARLY FALL DAYTIME DRESS LINES A reception for visiting buyers and fashion press in connection with Official Market Week opening of Early Fall daytime dress manufacturers lines. By invitation. Contact: Erwin Feldman, LA. 4-6352.	NATIONAL ASSOCIATION OF HOUSE DRESS MFRS.	1350 BROADWAY SUITE 1011

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday June 1	OPENING OF FALL COLLECTION Originala Fall coat collection. By appointment.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR Contact: BR. 9-8988.
Monday June 1- June 18	OPENING OF FALL COUTURIER COLLECTION Continuous showings of Edith Small Originals, couturier designed dresses, evening gowns and suits. By appointment only. Contact: Aileen Platt of Barkann & Platt, 19 E. 88th St., TR. 6-1354.	EDITH SMALL OF CALIFORNIA	HOTEL GOTHAM SUITE 1509
Beginning Monday June 1	OPENING OF FALL COLLECTION Glentex scarfs, stoles, accessory wraps and novelty neckwear. By appointment only. Publicity: Ann R. Silver Assoc., 551 5th Ave., MU. 7-8654.	GLENTEX	417 FIFTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday June 2- June 4 8:30 A.M.	PRIVATE PREVIEWS OF FALL COLLECTION Private breakfast previews of Carolyn Schnurer's Fall collection at 8:30 A.M. By invitation only. <u>Beginning Friday, June 5, box luncheons for the trade at 12:00 Noon, followed by showings at 12:30 P.M. daily.</u> Contact: Lee Weber, at Carolyn Schnurer, CH. 4-4587.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM - 23RD FLOOR
Tuesday June 2 8:45 A.M.- 2:00 P.M.	ANNUAL FALL FASHION CLINIC Fall Fashion Clinic by "Parents" Magazine for retail buyers, resident buying offices, and advertising agencies, presenting Fall and Winter fashions. Contact: Monroe B. Michels, Promotion Manager, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM
Tuesday June 2 9:00 A.M.	FALL FASHIONS FROM AUGUST ISSUE "Seventeen" presents Fall fashions from the August issue. By ticket only, for promotional tie-in stores. Contact: Frances Hodges, PL. 9-8100.	SEVENTEEN MAGAZINE	PARIS THEATRE 4 WEST 58TH STREET
Tuesday June 2 9:30 A.M. And 2:30 P.M.	SEVENTEENTH ANNUAL COLLEGE CLINIC "Mademoiselle's" preview of back-to-school fashions from the August College issue. By invitation only, for Mademoiselle's official tie-in stores. Contact: Joan Herndon, Special Projects Dept., PL. 9-2080.	MADemoisELLE	HOTEL ROOSEVELT BALLROOM
Beginning Tuesday June 2 9:30 A.M.	OPENING OF FALL COLLECTION Rossino & Angela will present their Fall collection of dresses, gowns, suits and coats. Contact: PL. 5-9135.	ROSSINO & ANGELA	19 WEST 57TH STREET SHOWROOM - 7TH FLOOR
Beginning Tuesday June 2 10:00 A.M.	OPENING OF FALL COLLECTIONS Opening of Fall collections by Madeleine Fauth of Arkay Junior Frocks at 10:00 A.M. and 2:00 P.M. daily; and by Rappi of Junior Formals at 11:00 A.M. and 4:00 P.M. daily. Contact: Belle Karson, LO. 5-2626.	ARKAY JUNIOR FROCKS; JUNIOR FORMALS, INC.	498 SEVENTH AVENUE SHOWROOMS
Tuesday June 2 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of the Christian Dior-New York 1953 Fall and Winter collection at 10:30 A.M. <u>Trade showings at 2:30 P.M. on June 2, 4, 5, and 8.</u> Admission by invitation only.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON - 7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 2 10:30 A.M.	PRESS PREVIEW: FALL COLLECTION "Mood for Fall"--collection by del Mar of coordinates and dresses. By invitation only, for press and N.Y. resident buying offices. Publicity: Ken R. Williams, 160 Columbia Heights, UL. 5-3175.	del MAR	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Beginning Tuesday June 2 10:30 A.M.	OPENING OF FALL COLLECTION Mignon will present their Fall collection of afternoon and cocktail dresses at 10:30 A.M., 1:00 P.M. and 3:30 P.M. daily. Contact: Vincent Mignon, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Tuesday June 2 11:45 A.M. Luncheon	PREVIEW: FALL & WINTER COATS AND SUITS Press preview of Fall and Winter collection of Willi coats and suits, followed by luncheon. By invitation only. Trade showings beginning Wednesday, June 3 at 11:45 and daily thereafter (followed by luncheon). Publicity: Rasponi Associates, 667 Madison Ave., TE. 8-8171.	WILL NEMEROV, INC.	550 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Beginning Tuesday June 2 2:30 P.M.	OPENING OF FALL COLLECTION Presentation of Claire McCardell's Fall collection at 2:30 P.M. daily. Contact: LO. 4-2155.	CLAIRE McCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Beginning Tuesday June 2 2:30 P.M.	SHOWING OF FALL COLLECTION Showing of the Joseph Halpert Fall collection of dresses, coats, suits and skirts designed in America by Jacques Fath, will be shown at 2:30 P.M. daily beginning Tuesday, June 2. By invitation only. Contact: Yvette Moxley at Joseph Halpert, WI. 7-7400.	JOSEPH HALPERT, INC.	530 SEVENTH AVENUE SHOWROOM-24TH FLOOR
Beginning Tuesday June 2 3:00 P.M.	OPENING OF FALL COLLECTION Opening of Fall collection by Anne Fogarty of Margot Dresses at 3:00 P.M. and daily thereafter at 10:00 A.M. and 3:00 P.M. Contact: William Durland of Margot Dresses, LO. 5-2626.	MARGOT DRESSES	498 SEVENTH AVENUE SHOWROOM
Tuesday June 2 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Lotte of Drewyn presents her new collection of Spectator Casuals for Career and Town, 1953-54, to press and trade. By invitation. Contact: Sidney Dee Bloeme, 35 W. 53rd Street, JU. 6-4490.	LOTTE OF DREWYN	1400 BROADWAY SHOWROOM-16TH FLOOR
Beginning Tuesday June 2	PREVIEW OF FALL COLLECTION Premiere collection of petite suits and sportswear, designed by Alfred Perrone, with continuous showings daily. (Note Change of Date). Publicity: Ken R. Williams, 160 Columbia Heights, UL. 5-3175.	MIKE POMERANTZ, INC.	512 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Wednesday June 3 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Plattry Country Wear will present their Fall collection of sportswear and separates for college and career, designed by Greta Plattry. For press and resident buyers, by invitation. Publicity: Margaret Hodge, PE. 6-8680.	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM-4TH FLOOR

DATE WHAT'S GOING ON GIVEN BY WHERE

OPENING OF FALL COLLECTIONS BY THE SPORTSWEAR GUILD

TUESDAY, JUNE 2

Kane-Weill 10:30 A.M. & 2:30 P.M. daily 498 7th, LO. 5-3041
(Beginning June 4, 10:30 A.M. only)

Sport-Craft, Inc. 2:30 P.M. daily 550 7th, LA. 4-9724

WEDNESDAY, JUNE 3

Davidow 10:30 A.M. daily 550 7th, PE. 6-6909

David M. Goodstein 10:30 A.M. & 2:30 P.M. daily 550 7th, LA. 4-2577
(Beginning June 8, 10:30 A.M. only)

THURSDAY, JUNE 4

Zoltan Rosenberg 2:30 P.M. by appointment 550 7th, LA. 4-6691

TUESDAY, JUNE 9

Adler & Adler, Inc. 10:30 A.M. daily 550 7th, BR. 9-9600

Star-Maid Dresses. 10:30 A.M. & 2:30 P.M. daily 498 7th, PE. 6-0444

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA (FOGA)

TUESDAY, JUNE 2

A. Goodman & Co., Inc. 10:30 A.M. & 2:30 P.M. 530 7th, WI. 7-4077

Horwitz & Duberman, Inc. 10:30 A.M. & 3:00 P.M. 498 7th, LO. 4-1860

J L F Original, Inc. 10:30 A.M. & 2:30 P.M. 1372 B'way, WI. 7-3200

International Dress Co. 2:00 P.M.; thereafter 1400 B'way, LA. 4-7100
10:30 A.M. & 2:00 P.M.

Joseph Halpert, Inc. 2:30 P.M., By Appointment. 530 7th, WI. 7-7400

Paul Parnes Corp. 2:30 P.M. 498 7th, CH. 4-4600

WEDNESDAY, JUNE 3

Hannah Troy, Inc. 1:00 P.M. 530 7th, LO. 3-0988

Larry L. Aldrich Co., Inc. 2:30 P.M., By Appointment. 530 7th, CH. 4-1872

THURSDAY, JUNE 4

David Levine Co. 10:30 A.M. & 2:30 P.M. 530 7th, LA. 4-0237

Grabois 1:15 P.M. & 4:00 P.M. 498 7th, CH. 4-2767

Ben Barrack, Inc. Continuous showings 533 7th, LO. 4-3923

FRIDAY, JUNE 5

Fred Greenberg Dress Co. 10:30 A.M. & 2:30 P.M. 550 7th, LO. 4-5820
Followed by Castillo collection

TUESDAY, JUNE 9

Elfreda-Fox, Inc. 1:00 P.M. 498 7th, CH. 4-2659

Frank Starr, Inc. 1:00 P.M. & 4:00 P.M. 530 7th, LA. 4-7690

Talmack, Inc. 1:00 P.M. 530 7th, BR. 9-1195

Hansen Bang, Inc. 2:30 P.M. 498 7th, BR. 9-4020

Rudolf Gowns 4:00 P.M. 530 7th, WI. 7-6865

Martin Simon, Inc. Continuous showings. 498 7th, LA. 4-2877

WEDNESDAY, JUNE 10

Suzanne-Augustine, Inc. 2:30 P.M. 1 W. 47th, PL. 7-3465

DATES NOT SCHEDULED (Will Be Listed Next Week)

Capri Frocks, Inc. 1372 B'way, WI. 7-7430

Ed Gerrick, Inc. 550 7th, LO. 4-1820

Nat Kaplan, Inc. 498 7th, LO. 5-4115

Ben Reig, Inc. 498 7th, CH. 4-1542

Herbert Sondheim, Inc. 530 7th, LA. 4-7540

Contact: Leonard Gendler, executive secretary, CH. 4-6945.

June 2 CORONATION DAY IN WESTMINSTER ABBEY--QUEEN ELIZABETH II OF GREAT BRITAIN.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 3 12:30 P.M. Luncheon	PRESS PREVIEW OF FALL FUR COLLECTION Ritter Brothers will present their fur fashions to the press. Luncheon at 12:30 P.M. Showing at 1:15 P.M. By invitation only. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	RITTER BROTHERS	HOTEL PIERRE COTILLION ROOM
Beginning Wednesday June 3 1:15 P.M.	OPENING OF FALL COLLECTION Oleg Cassini will present his Fall collection daily at 1:15 P.M. By reservation. Contact: Dorothy Lambert, at Oleg Cassini, BR. 9-5986.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Wednesday June 3 3:45 P.M. Cocktails	PREVIEW OF FALL COATS & SUITS Preview of Fall coat and suit collection of Arthur Jablow Originals, Cocktails will follow showing. By invitation only. <u>Daily trade showings thereafter at 10:30 A.M. and 2:00 P.M.</u> Publ.: Rose Hilton, 475 5th, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Thursday June 4 9:00 A.M.	FALL FASHIONS FROM SEPTEMBER ISSUE "Seventeen" presents Fall fashions from the September issue. By ticket only, for promotional tie-in stores. Contact: Frances Hodges, Merchandise Director: PL. 9-8100.	SEVENTEEN MAGAZINE	PARIS THEATRE 4 WEST 58TH STREET
Beginning Thursday June 4 1:00 P.M. Luncheon	PREVIEW OF FALL COLLECTION Janice Milan's Fall collection, designed by Mildred Orrick, will be presented at 1:00 P.M. daily. (No Friday showings after June 5). Contact: LO. 4-7940.	JANICE MILAN	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Thursday June 4 2:30 P.M.	BRIGANCE OF SPORTSMAKER FALL PRESS PREVIEW Press preview of Sportsmaker's Fall collection of blouses, separates and dresses, designed by Brigance. By invitation. <u>Trade showings beginning Monday, June 8, at 2:30 P.M. daily.</u> Contact: Julie Isles at Sportsmaker, LO. 3-1534.	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Beginning Thursday June 4 4:00 P.M.	OPENING OF FALL COLLECTION Harmay will present their Fall collection of dresses, suits and costumes. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	HARMAY	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
Thursday June 4 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Casino will invite the press and resident buyers for a preview of their Fall collection of blouses and separates, designed by Sylvia de Gay and Kenn Barr. By invitation. Publ.: Margaret Hodge, CH. 4-0823 or BR. 9-4824.	CASINO CLASSICS, INC.	134 WEST 37TH STREET SHOWROOM-5TH FLOOR
Beginning Thursday June 4- June 26	PREVIEW OF FALL FASHIONS Charm Magazine previews Fall fashions for working women from the August-September "Best Dressed Woman in the World" issues. Featured is a promotion and display blueprint. <u>Showings at 9:00 A.M. and 3:00 P.M. for store buyers, merchandise managers, display directors, promotion executives and buying offices. For appointment, contact: Charm Promotion Dept., PL. 9-2080.</u>	CHARM MAGAZINE (575 MADISON AVENUE)	1384 BROADWAY-CHARM SHOWROOM-20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday June 5 9:30 A.M. Breakfast	PREVIEW: McKETTRICK'S "U-S-A" COLLECTION McKettrick's "U-S-A---Use, Style, and Appeal" Fall collection of misses', women's, and maternity fashions will be presented to press and trade. By invitation. <u>Trade opening, beginning Monday, June 8.</u> Publicity: Dorothy Iverson at McKettrick's, PE. 6-6525.	McKETTRICK-WILLIAMS, INC. (1350 BROADWAY)	PLACE TO BE ANNOUNCED
Friday June 5 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION Presentation of B. H. Wragge's collection for Fall. By invitation only. Publicity: Molly Porter of B. H. Wragge, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM
Friday June 5 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION Dresses and suits for Fall, designed by Billy Gordon. By invitation. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Beginning Monday June 8 9:00 A.M.	OPENING OF FALL JEWELRY COLLECTION Opening of the Fall collection of Coro and Corocraft fashions in jewelry. By appointment only. Publicity: Ann R. Silver Assoc., 551 Fifth Ave., MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM-3RD FLOOR
Monday June 8 11:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION Fredrica Furs (Arthur Schwartz, designer), Fall and Winter custom fur collection at press showing. By invitation. Daily trade showings, beginning Tuesday, June 9 at 10:00 A.M. By appointment. Publicity: Elsie Walsh at Fredrica, CH. 4-8685.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Tuesday June 9 10:30 A.M.	OPENING OF FALL COLLECTION Opening of Martini Designed fashions for Fall by Sylvan Rich, with daily showings at 10:30 A.M. thereafter. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM
Tuesday June 9 11:00 A.M. Buffet	PRESS PREVIEW OF FALL SEPARATES Dorothy Dickerson will present her Fall 1953 collection of "Separates--All Things to All Wardrobes" to the press and buyers, at a buffet luncheon. By invitation only. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562.	DOROTHY DICKERSON (19 EAST 55TH STREET)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday June 9 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION The Fall couture collection of daytime, cocktail and evening fashions designed by Maria Krum, will be shown to the press and trade. By invitation. Publicity: Helen Galland at Maria Krum, CI. 7-3060.	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
Tuesday June 9 12:00 Noon Luncheon	PREVIEW OF FALL LINGERIE & HOSIERY Luxite Lingerie and Hosiery for Fall, 1953 fashion presentation during luncheon. By invitation only. Publicity: Rita Lysen, Daniel J. Edelman & Assoc., 440 Merchandise Mart, Chicago 54, Ill. Contact: George M. Hawes, 330 Fifth Avenue, PE. 6-6656.	LUXITE LINGERIE & HOSIERY	STORK CLUB 3 EAST 53RD STREET

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 9 3:30 P.M.	PRESS PREVIEW: FALL LINGERIE Pauline Gordon will present her Fall collection of bras and pettico-bras. By invitation. Publ.: Rasponi Associates, 667 Madison Ave., TE. 8-8171.	PAULINE GORDON, INC.	112 MADISON AVENUE SHOWROOM-11TH FLOOR
Tuesday June 9 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Press preview of Rudolf Gowns' Fall collection of cocktail and formal fashions. By invitation. <u>Trade showings daily thereafter at 4:00 P.M.</u> Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM-12TH FLOOR
Tuesday June 9 4:30 P.M. Cocktails	YOUNG VIEWPOINT'S "SHOW OF SHOWS" Ginsburg & Abelson will present their new Fall collection of Young Viewpoint Fashions, including casual, street and afternoon wear for the woman of 5'5" and under, at a cocktail party showing for the press and trade. Commentator: Betty Furness. By invitation only. Contact: Muriel Oggins at Ginsburg & Abelson, CH. 4-4131.	GINSBURG & ABELSON (1400 BROADWAY)	PARK LANE HOTEL PARK AVE. AT 48TH ST.
Beginning Tuesday June 9	OPENING OF FALL COLLECTION Jerry Greenwald, Inc. presents the Fall collection, designed by Violet Feigen. Contact: LO. 5-4850.	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM-29TH FLOOR
Beginning Tuesday June 9	FORMAL FASHIONS DESIGNED BY TED SHORE Presentation of Fall collection of youthful formals, designed by Ted Shore. Contact: WI. 7-7326.	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM-18TH FLOOR
Wednesday June 10 10:30 A.M. Buffet	PREVIEW OF FALL SEPARATES COLLECTION "Separates--Password To Fashion"....press preview of Ori Originals for Fall. By invitation. <u>Beginning Thursday, June 11, the collection will be shown to buyers, by appointment.</u> Publicity: Maud G. Moody, 347 Fifth Avenue, LE. 2-5562.	ORI ORIGINALS	1370 BROADWAY SHOWROOM-5TH FLOOR
Wednesday June 10 12:00 Noon Luncheon	SHOWING OF FALL BLOUSE COLLECTION Presentation of Alice Stuart's Continental-inspired blouse collection. Showing at 12:00 Noon; luncheon will follow at 1:00 P.M. By invitation only. Contact: Hazel Arnett, AL. 5-5598 (Mornings only).	ALICE STUART, INC. (525 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Beginning Wednesday June 10 1:00 P.M.	OPENING OF FALL COLLECTION Opening of Harvey Berin's Fall collection with showings at 1:00 P.M. and 4:00 P.M. daily. By appointment. Contact: PE. 6-0206.	HARVEY BERIN	530 SEVENTH AVENUE SHOWROOM
Wednesday June 10 2:30 P.M.	PRESS PREVIEW OF FALL LINGERIE "Just Like Mommy's"--new lingerie and sleepwear presented by Laros, designed and commented by Helen Hunt Bencker, featuring mother and daughter fashions for tots, girls, juniors, misses and women. By invitation only. Publicity: Terry Quimby, 152 E. 61st St., TE. 8-0671.	LAROS LINGERIE	600 FIFTH AVENUE SHOWROOM-15TH FLOOR